

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 03517 180914Z

14-11

ACTION EB-07

INFO OCT-01 EA-10 ISO-00 /018 W

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P 180815Z MAR 75

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC PRIORITY

INFO SECSTATE WASHDC 8731

UNCLAS TOKYO 3517

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: FY75 ADVERTISING FUNDS

JW 5-345 RE JW 5-328. Y&R ADVISES THAT RECENT DOLLAR/YEN RATE FLUCTUATION FORCES Y&R TO COMPUTE EXCHANGE RATE AT YEN285 TO DOLLAR BEGINNING 01MARCH RATHER THAN PREVIOUS EN300 TO DOLLAR. THIS AFFECTS ALL PAYMENTS TO BE MADE FOR AD SPACE DURING MARCH, APRIL AND MAY. IF WE TO MAKE ALL AD INSERTIONS ACCORDING TO ORIGINAL PLANS, WE ANTICIPATE DEFICIT OF DOL\$5,500 IN TOTAL BUDGET. IF WE TO CANCEL SOME MAY ADS, NOTIFICATION MUST BE MADE TO PUBLISHERS NO LATER THAN 21MARCH OUR TIME. PLS REPLYBY RETURN PRIORITY CABLE WHETHER (1) ADDITIONAL DOL\$5,500 CAN BE ALLOCATED TO JAPAN ADVERTISING ACCOUNT, (2) YOU CAN TRANSFER NECESSARY FUNDS FROM JAPAN LITERATURE PRINTING BUDGET, OR (3) WE MUST RESORT TO CANCELLING MOST OF OUR MAY ADS.  
HODGSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** FUND ALLOTMENT, ADVERTISING, TRADE FAIRS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975TOKYO03517  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750093-1089  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750338/aaaabilx.tel  
**Line Count:** 42  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** hartledg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 18 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <18 JUN 2003 by SilvaL0>; APPROVED <20 FEB 2004 by hartledg>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY75 ADVERTISING FUNDS JW 5-345 RE JW 5-328. Y&R ADVISES THAT RECENT DOLLAR/YEN RATE  
**TAGS:** ETRD, BEXP, JA, US  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006